

HONDA GIVES THUMBS DOWN TO “NOTHING SACRED”

American Honda Motor Co., Inc. has notified ABC that it will never again advertise on “Nothing Sacred.” In a letter addressed to Catholic League president William Donohue, an official of the car company said that “it was our intention not to sponsor or run any commercials during the program.” He explained that “Unfortunately, several local affiliates of ABC misunderstood our directive regarding *Nothing Sacred* and accidentally aired our commercials in a few markets.” [Honda ads appeared in New York during the second episode on September 25.]

Honda was reassuring that this would not happen again: “We have subsequently contacted all of ABC affiliates and have told them in no uncertain terms not to air Honda commercials during this program at anytime in any market.” An apology was also extended.

Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, AT&T, Glaxo Wellcome, Ponderosa, Dunkin’ Donuts, Scott’s Liquid Gold and ChryslerPlymouth previously pulled sponsorship from “Nothing Sacred.” Honda brings the total to fifteen.

William Donohue remarked as follows:

“More good news for the Catholic League and more bad news for Disney/ABC. Honda’s official statement is superb. Those who claim to be interested in social justice issues should write to Honda and ask the company if it has any workshop instructors available to teach a course on ethics. Perhaps Honda could also deconstruct the show for those unable to grasp its meaning.”